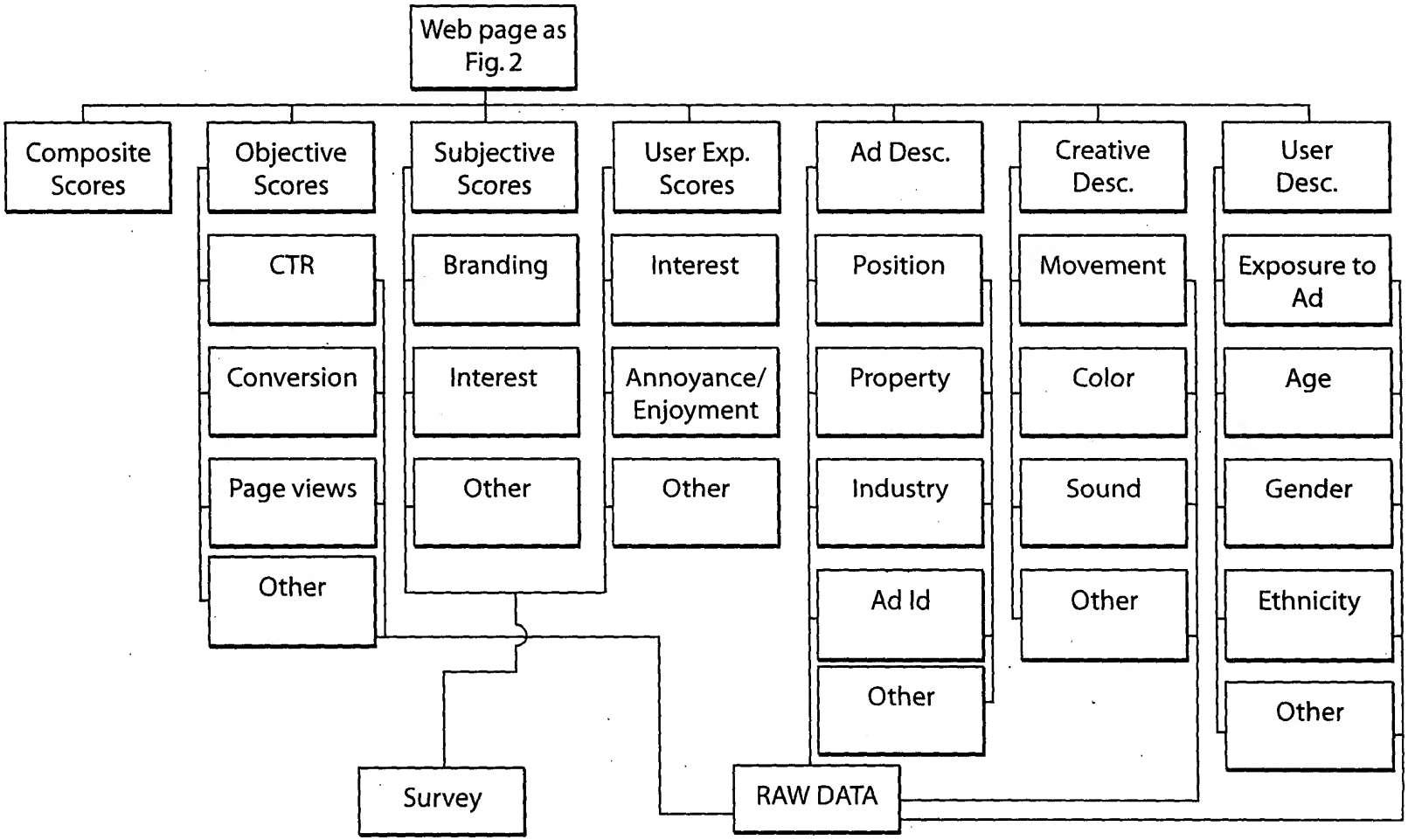

Web page as Fig. 2
Composite Scores
Objective Scores
CTR
Conversion
Page views
Other
Subjective Scores
Branding
Interest
Other
User Exp. Scores
Interest
Annoyance/ Enjoyment
Other
Ad Desc.
Position
Property
Industry
Ad Id
Other
Creative Desc.
Movement
Color
Sound
Other
User Desc.
Exposure to Ad
Age
Gender
Ethnicity
Other
Survey
RAW DATA

FIG. 1

Mock Splash Page

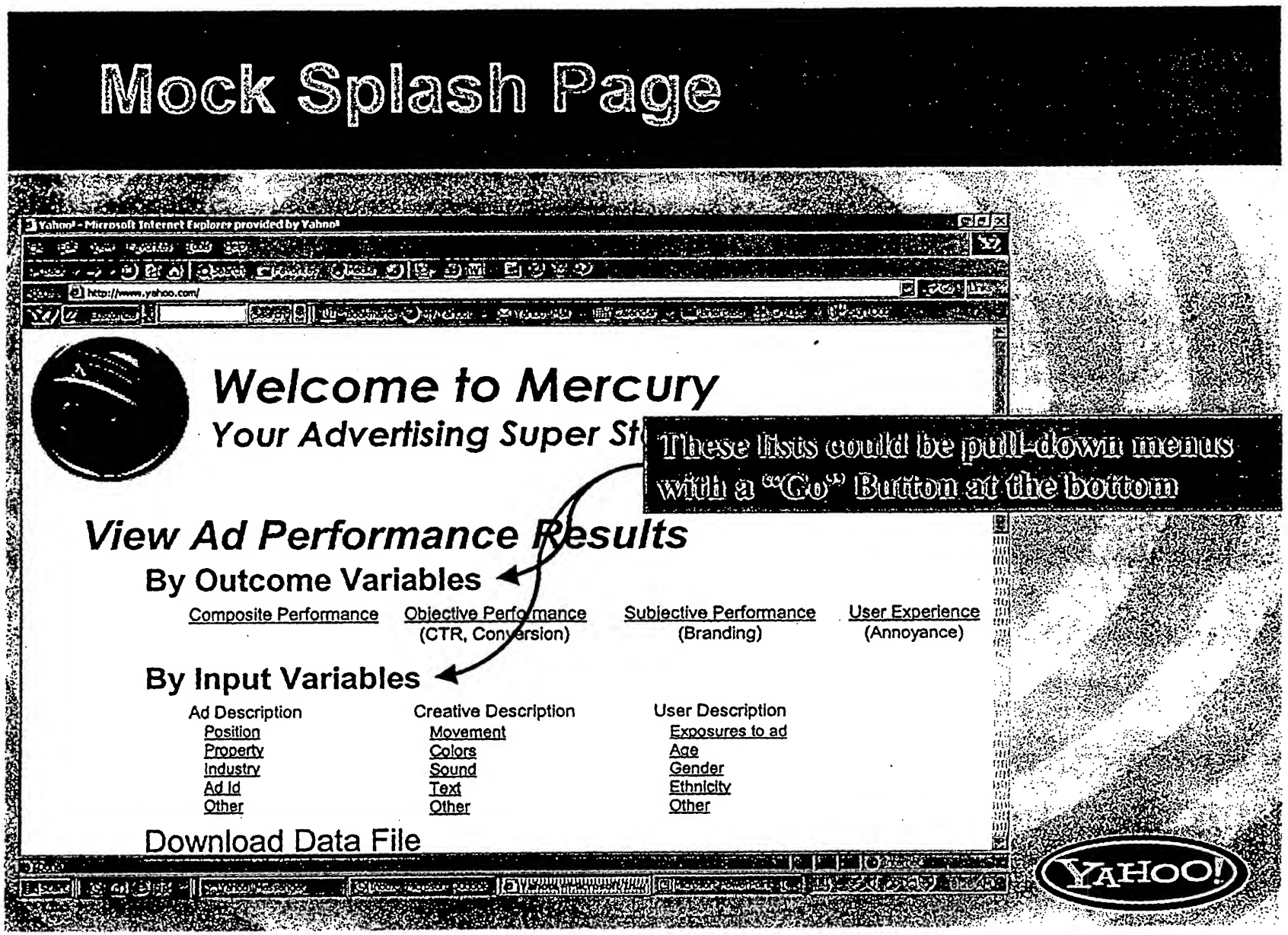


Fig 2

YAHOO!

Ad Feedback Survey

Thank you for providing feedback regarding an online advertisement. Completing the survey below should take about one minute.

1. Is your feedback ad-related?
Please check one.

O Yes
O No

2. If possible, please name the advertiser:
Type your answer in the box.

3. Please describe the ad for which you would like to provide feeback:
Type your answer in the box.

4. Please select the option below that most closely matches your feelings about this ad:
Please check one.

O +3 Enjoyable
O +2
O +1
O 0
O -1
O -2
O -3 Annoying

5. How many times have you seen this ad on Yahoo! or elsewhere in the last month?
Type a number in the box.

6. How relevant was the product, service, or promotion being advertised to what you were doing on the web?
Please check one.

O +3 Very relevant
O +2
O +1
O 0
O -1
O -2
O -3 Not relevant at all

7. How interested were you in the product, service, or promotion being advertised?
Please check one.

O +3 Very interested
O +2
O +1
O 0
O -1
O -2
O -3 Not interested

8. How does this ad affect your opinion of the advertiser?
Please check one.

O +3 Very positively
O +2
O +1
O 0
O -1
O -2
O -3 Very negatively

9. How does this ad affect your opinion of Yahoo!?
Please check one.

O +3 Very positively
O +2
O +1
O 0
O -1
O -2
O -3 Very negatively

10. Additional comments on the ad?
Type your answer in the box.

Fig. 3

YAHOO! MOVIES

Give us feedback about this ad

Yahoo! Movies Search: Entire movie database for

Home | In Theaters | Times & Tickets | Greg's Previews | Trailers | DVD/Video | News & Gossip |

Showtimes : 95125 [Change location]

View by: [Movie | **Theater**]

Almaden Cinema Five
Towne 3
Century 24
Camera 3
Camera One
Cine 16 at the Agenda Restaurant & Lounge
The Tech Museum IMAX Dome Theater
Century Capitol 16 San Jose
Century Capitol Drive-In Theatre
Camera 7
More Theaters...

March 13, 2003 [Thu | Fri | Sat | Sun | Mon | Tue | Wed]

Buy Tickets from MovieTickets.com by clicking on a linked showtime.

Almaden Cinema Five

Phone: (408)265-7373

2306 Almaden Road, San Jose, CA 95125

Theater Info | Map It

Agent Cody Banks PG 1 hr. 41 min.
Starts on Friday, Mar 14
Click for Friday's Showtimes

Bringing Down the House PG-13 1 hr. 45 min.
(12:00 PM), (2:15), (4:45), 7:15, 9:30

Daredevil PG-13 1 hr. 42 min.
(11:30 AM), (2:00), (4:15), 7:00, 9:15

How to Lose a Guy in 10 Days PG-13 1 hr. 50 min.
(11:30 AM), (1:45), (4:30), 7:00, 9:40

Jungle Book 2, The G 1 hr. 12 min.
(11:15 AM), (1:00), (3:00), (5:10), 7:00

Life of David Gale, The R 2 hrs. 10 min.
8:45 PM

Tears of the Sun R 1 hr. 58 min.
(12:00 PM), (2:30), (5:00), 7:30, 10:00

Towne 3

Phone: (408)287-1433

1433 The Alameda, San Jose, CA 95126

Theater Info | Map It

Adaptation R 1 hr. 54 min.
4:40 PM, 9:05

Bowling for Columbine R 2 hrs. 00 min.
4:30 PM, 7:05, 9:35

He Loves Me, He Loves Me Not NR 1 hr. 32 min.
Starts on Friday, Mar 14
Click for Friday's Showtimes

Russian Ark NR 1 hr. 36 min.
7:00 PM

Spider R 1 hr. 38 min.

ADVERTI
Re
DV
fro
Net

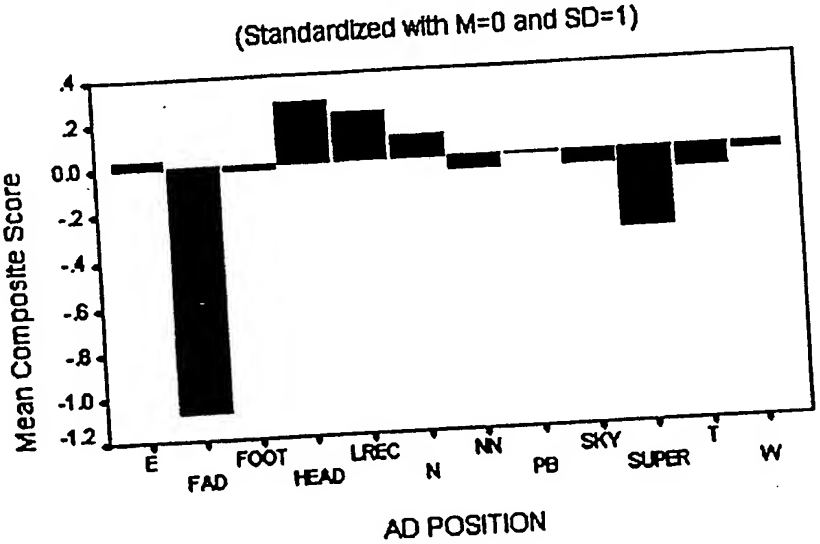
Fig 4

```
<HTML>
<head><TITLE>Yahoo! Surveys</TITLE></HEAD>
<BODY bgcolor="#ffffff">
<CENTER>

<TABLE CELLPADDING="2" CELLSPACING="0" BORDER="0" WIDTH="600">
<TR><TD WIDTH="1%"><A HREF="http://www.yahoo.com/"><img border=0
src="http://us.i1.yimg.com/us.yimg.com/i/yahoo.gif" width=147 height=31></A></TD>
<TD VALIGN="bottom" ALIGN="right" NOWRAP><font face=arial size=-1>
<a href="javascript:window.close()">Close Window</a></font>
<HR SIZE="1" NOSHADE></TD>
</TR></TABLE>

<TABLE CELLPADDING="2" CELLSPACING="0" border="0" WIDTH="600">
<tr><td bgcolor="#ffcc00"><font face=arial><b>
Ad Feedback Survey
</b></font> </td></tr>
<TR><TD HEIGHT=10> </TD></TR>
<tr><td><font face=arial size=3><p></font></td></tr>
</table>

<TABLE CELLPADDING="2" CELLSPACING="0" border="0" WIDTH="600">
<tr><td>
<form method=post action="/generic.form">
<input type=hidden name="adids"
value="1407366,1407374,1354072,1407384,1486230,1161148">
<input type=hidden name="property" value="sports">
<input type=hidden name="page" value="25664825:FOOT">
<input type=hidden name=SurveyName value=adfeedback020822>
<input type=hidden name=Redirect
value=http://promo.yahoo.com/adfeedback/thanks.html>
<input type=hidden name=RequiredFields value="q1,.q4,.q13,.q15,.q7,.q6">
<input type=hidden name=RedirectRequired
value=http://promo.yahoo.com/adfeedback/index.html>
<input type=hidden name=RedumpActivate value=r>
<!-- Page 1 of 1 -->
<table cellspacing=2 cellpadding=2 width=100%>
<tr><td width=600>


<table width="90%" align=center>

<tr><td><b>Thank you for providing feedback regarding an online advertisement.
Completing the survey below should take about one minute.</b><br>

<tr><td><hr size=1 noshade></td></tr>

<tr><td><b>1. Is your feedback ad-related?</b></td></tr>
<tr><td valign=top><font size="-1" color=666666>Please check one.</font></td></tr>
<tr><td>
<input type=radio name="q1" value="yes">Yes<br>
<input type=radio name="q1" value="no">No<br>
</td></tr>

<tr><td height=1 valign=top bgcolor=cccccc></td></tr>
<tr><td> </td></tr>

<tr><td><b>2. If possible, please name the advertiser:</b></td></tr>
<tr><td><font size="-1" color=666666>Type your answer in the box.</font></td></tr>
<tr><td>
<input type=text name=".q10" value="">

</td></tr>
```


Fig 5.

Notes

Output Created		24-SEP-2002 14:33:49
Comments		
Input	Data	D:\My Documents\gooey-usability\AdFeedbackLink\AnnoyanceIndex.sav
	Filter	clicks > 100 (FILTER)
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	89
Syntax		GRAPH /BAR(SIMPLE)=MEAN(compscor) BY position .
Resources	Elapsed Time	0:00:00.00



Notes

Output Created		24-SEP-2002 14:37:44
Comments		
Input	Data	D:\My Documents\gooey-usability\AdFeedbackLink\AnnoyanceIndex.sav
	Filter	clicks > 100 (FILTER)
	Weight	<none>
	Split File	<none>
	N of Rows in W rking Data File	89
Missing Value	Definition of Missing	For each dependent variable in a table, user-defined missing values for the dependent and all grouping variables are treated as missing.

Fig 6

Frequencies

Statistics

		ADID	IO	POSITION
N	Valid	113	101	113
	Missing	0	12	0

Frequency Table

POSITION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		12	10.6	10.6	10.6
	COMP	1	.9	.9	11.5
	E	1	.9	.9	12.4
	FAD	3	2.7	2.7	15.0
	FOOT	2	1.8	1.8	16.8
	HEAD	3	2.7	2.7	19.5
	LREC	9	8.0	8.0	27.4
	N	49	43.4	43.4	70.8
	NN	1	.9	.9	71.7
	PB	1	.9	.9	72.6
	PU	1	.9	.9	73.5
	SKY	4	3.5	3.5	77.0
	SUPER	3	2.7	2.7	79.6
	T	15	13.3	13.3	92.9
	UCST	1	.9	.9	93.8
	W	7	6.2	6.2	100.0
	Total	113	100.0	100.0	

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Annoyance Score	93	.01	34.56	2.5263	6.49814
Valid N (listwise)	93				

Frequencies

Statistics

Annoyance Score

N	Valid	93
	Missing	20

Fig 7

Annoyance Score

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	34.56	1	.9	1.1	1.1
	29.02	1	.9	1.1	2.2
	27.91	1	.9	1.1	3.2
	26.03	1	.9	1.1	4.3
	22.87	1	.9	1.1	5.4
	11.70	1	.9	1.1	6.5
	9.28	1	.9	1.1	7.5
	8.25	1	.9	1.1	8.6
	7.30	1	.9	1.1	9.7
	4.04	1	.9	1.1	10.8
	3.96	1	.9	1.1	11.8
	3.93	1	.9	1.1	12.9
	3.40	1	.9	1.1	14.0
	3.22	1	.9	1.1	15.1
	3.09	1	.9	1.1	16.1
	2.57	1	.9	1.1	17.2
	1.93	1	.9	1.1	18.3
	1.89	1	.9	1.1	19.4
	1.70	1	.9	1.1	20.4
	1.64	1	.9	1.1	21.5
	1.45	1	.9	1.1	22.6
	1.20	1	.9	1.1	23.7
	1.19	1	.9	1.1	24.7
	1.05	1	.9	1.1	25.8
	1.04	1	.9	1.1	26.9
	1.03	1	.9	1.1	28.0
	1.03	1	.9	1.1	29.0
	.88	1	.9	1.1	30.1
	.85	1	.9	1.1	31.2
	.85	1	.9	1.1	32.3
	.84	1	.9	1.1	33.3
	.84	1	.9	1.1	34.4
	.82	1	.9	1.1	35.5
	.79	1	.9	1.1	36.6
	.79	1	.9	1.1	37.6
	.70	1	.9	1.1	38.7
	.69	1	.9	1.1	39.8
	.66	1	.9	1.1	40.9
	.63	1	.9	1.1	41.9
	.53	1	.9	1.1	43.0
	.50	1	.9	1.1	44.1
	.48	1	.9	1.1	45.2
	.47	1	.9	1.1	46.2
	.47	1	.9	1.1	47.3
	.47	1	.9	1.1	48.4
	.42	1	.9	1.1	49.5
	.31	1	.9	1.1	50.5
	.30	1	.9	1.1	51.6
	.30	1	.9	1.1	52.7
	.29	1	.9	1.1	53.8
	.26	1	.9	1.1	54.8

Fig 8

Mercury

Feedback Surveys by Property

Column Legend

Annoyance +3 Enjoyable ... -3 Annoying
Relevance +3 Very relevant ... -3 Not relevant at all
Interests +3 Very interested ... -3 Not interested
Advertiser +3 Very positively ... -3 Very negatively
Yahoo! +3 Very positively ... -3 Very negatively

Property	Ad ID	Feedback Surveys	Annoyance	Relevance	Interests	Advertiser	Yahoo!
address	1	23	-0.5652	0.9130	1.2174	-0.2174	-0.0870
auctions	28	5	1.3571	0.5714	1.4643	1.2500	0.8929
briefcase	5	65	-3.0000	-1.4000	-1.6000	-2.0000	-1.8000
cal	6	984	0.1231	0.2615	0.1077	0.1692	0.6462
chat	68	17	-2.5000	-0.5000	0.0000	-1.5000	-0.5000
cityguides	11,171	255	-1.9573	-1.5051	-1.3608	-1.7724	-1.7297
fin	55	3	-1.5147	-0.7647	-0.5000	-1.0735	-0.9118
full_coverage	2	173	0.8824	0.9412	1.4118	0.3529	0.6471
greetings	4	1	-2.4265	-2.0559	-1.9782	-2.2404	-1.9397
mail	1	1	-1.5216	0.3255	0.3059	-0.9647	-0.8510
maps	1	1	-1.0364	-1.0000	-1.0727	-1.1091	-0.9273
memdir	1	1	1.0000	1.0000	1.0000	0.0000	1.0000
messageboards	1	1	2.0000	-3.0000	-2.0000	-3.0000	-3.0000
mob	1	1	-1.4740	-1.4046	-0.9653	-1.8671	-1.4798
movies	1	1	0.0000	0.0000	0.0000	2.2500	0.0000
network	1	1					

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Fig 9

Mercury

Feedback Surveys by Exposures to Ad

Column Legend

Annoyance +3 Enjoyable ... -3 Annoying
Relevance +3 Very relevant ... -3 Not relevant at all
Interests +3 Very interested ... -3 Not interested
Advertiser +3 Very positively ... -3 Very negatively
Yahoo! +3 Very positively ... -3 Very negatively

Exposure	Ad ID	Feedback Surveys	Annoyance	Relevance	Interests	Advertiser	Yahoo!
0		1,156	-1.3625	-0.9801	-0.8616	-1.0164	-0.9715
1		6,664	-1.8490	-1.4328	-1.4200	-1.6954	-1.5411
2		1,506	-1.9548	-1.3586	-1.3008	-1.7849	-1.5345
3		1,097	-2.0392	-1.6253	-1.5497	-1.8870	-1.5925
4		650	-2.1508	-1.8385	-1.7077	-1.9646	-1.5215
5+		10,991	-2.4828	-2.0877	-2.0923	-2.3229	-2.0983
		22,064	-2.1648	-1.7518	-1.7325	-1.9960	-1.7903

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Fig 10

.:: Home | Setu

Welcome to Mercury

Ad Feedback & Performance Results

By Outcome Variables

View Today's Report
Wed, March 12, 2003

Past Reports

- Tue, March 11, 2003
- Mon, March 10, 2003
- Sun, March 9, 2003
- View All Past Reports

View feedback for your property

By Input Variables

Ad Description
- Position
- Property
- Industry
- Advertiser Id
- Other

Creative Description
- Movement
- Colors
- Sound
- Text
- Other

User Description
- Exposures to ad
- Age
- Gender
- Occupation
- Industry
- User type

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Fig 11

Mercury

Ad Feedback & Performance Report

Report By Occurrence

Column Legend

Annoyance +3 Enjoyable ... -3 Annoying
Relevance +3 Very relevant ... -3 Not relevant at all
Interests +3 Very interested ... -3 Not interested
Advertiser +3 Very positively ... -3 Very negatively
Yahoo! +3 Very positively ... -3 Very negatively

Generated: 3/12/03

Ad ID	Occurence	Pageviews	Clicks	CTR (%)	Occ/PV (%)	Annoyance	Relevance	Interests	Advertiser
TOTAL	24,294	316,232,002,354	604,766,474	.737015	.0000077	-1.884	-1.382	-1.244	-1.737
1354069	1,444	27,175,139,036	860,899	.003168	.0000053	-2.41	-2.02	-1.97	-2.23
1450471	1,090	199,731	3,334	1.6692451	.545734	-2.68	-2.31	-2.48	-2.51
1371278	1,071	13,935,625,137	0	0.00	0.00	-2.47	-2.10	-2.01	-2.27
1371113	1,071	13,923,096,521	0	0.00	0.00	-2.47	-2.10	-2.01	-2.27
1371104	1,071	13,922,488,471	0	0.00	0.00	-2.47	-2.10	-2.01	-2.27
1450462	939	168,429	2,691	1.5977059	.5575049	-2.58	-2.36	-2.41	-2.40
1469929	563	1,277,825	30,834	2.4130065	.0440592	0.33	-0.15	0.10	0.12
1450464	495	368,224	3,301	.8964652	.134429	-2.65	-2.09	-2.43	-2.39
1391830	459	918,441	4,969	.5410255	.049976	-1.64	-1.17	-1.31	-1.28
1391833	425	581,110	3,685	.6341312	.0731359	-1.93	-1.36	-1.68	-1.67
1391832	410	495,602	3,342	.6743314	.0827277	-1.94	-1.61	-1.79	-1.77
1464047	404	236,403	2,053	.8684323	.1708946	-2.05	-2.24	-2.10	-1.99
1450459	395	276,294	2,272	.8223125	.1429637	-2.64	-2.21	-2.42	-2.33
1385029	323	5,440,513,406	562,234	.0103342	.0000059	-2.39	-2.09	-1.97	-2.21
1385030	306	5,354,124,934	548,914	.0102522	.0000057	-2.37	-1.93	-1.90	-2.13
1385032	299	5,339,393,506	545,843	.0102229	.0000056	-2.63	-2.27	-2.14	-2.45
1283982	286	22,507,391,858	0	0.00	0.00	-2.12	-1.88	-1.85	-1.98
1407384	266	770,199,496	0	0.00	0.00	-2.30	-1.66	-1.82	-2.07
1402199	249	3,146,233,661	534,875	.0170005	.0000079	-2.31	-1.93	-1.93	-2.14
1477274	227	742,732	2,492	.3355181	.0305628	-2.63	-1.88	-2.40	-2.33
1453290	211	2,181,768,525	0	0.00	0.00	-2.38	-2.07	-2.06	-2.21
1302760	197	5,917,158,214	1,032,610	.0174511	.0000033	-2.39	-1.92	-1.87	-2.20
1302852	189	6,929,204,111	1,277,397	.018435	.0000027	-2.36	-2.03	-1.84	-2.28
1413998	182	2,849,239,086	146,217	.0051318	.0000064	-2.42	-2.15	-1.99	-2.15
1457702	172	1,576,716	7,661	.4858833	.0109087	-1.26	-1.43	-1.32	-1.01
1354073	166	5,119,168,007	1,118,867	.0218564	.0000032	-1.28	-0.63	-0.45	-1.34
1079823	166	14,830,140,698	818,284	.0055177	.0000011	-1.28	-0.63	-0.45	-1.34
1413996	164	2,448,946,290	80,302	.003279	.0000067	-2.58	-2.10	-2.05	-2.38
1472695	145	1,979,142,779	255,191	.012894	.0000073	-2.42	-1.96	-1.89	-2.16
1354070	144	1,203,070,838	175,117	.0145558	.000012	-2.29	-1.67	-1.60	-1.97
1483938	140	499,485	1,404	.2810695	.0280289	-2.18	0.07	-1.37	-2.10
1460528	126	3,009,544	13,067	.4341854	.0041867	-2.22	-2.04	-2.11	-1.74
1460395	124	805,307	7,240	.899036	.0153979	-1.94	-0.54	-1.59	-1.78
1302751	123	3,247,960,559	443,972	.0136693	.0000038	-2.68	-2.50	-2.35	-2.49
1430366	121	1,047,686,306	95,718	.0091361	.0000115	-2.27	-1.89	-1.83	-2.14
1438687	109	454,571,207	56,416	.0124108	.000024	-2.45	-1.73	-1.50	-2.21
1449102	106	1,001,866,836	28,416	.0028363	.0000106	-2.43	-2.06	-2.01	-2.23
1449089	106	1,001,868,920	30,086	.003003	.0000106	-2.60	-2.18	-2.39	-2.45
1475468	105	1,165,156,159	63,975	.0054907	.000009	-2.33	-1.90	-1.82	-2.06

Fig 12

Mercury

Feedback Surveys by Property

Property	Ad ID	Date	Ad Related?	Feedback Surveys
address				27
auctions				84
briefcase				36
cal				25
cb				135
chat				157
cityguides				9
classifieds				8
fin				1,315
full_coverage				96
greetings				53
mail				15,773
maps				543
memdir				97
messageboards				36
mob				6

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Fig 13

Welcome to Mercury

Ad Feedback & Performance Results

By Outcome Variables

Latest Best Performer's Reports
Thu, April 10, 2003

Past Full Reports

- Thu, April 10, 2003
- Wed, April 9, 2003
- Tue, April 8, 2003
- View All Past Full Reports

View feedback for your property

By Input Variables

Ad Description
- Position
- Property
- Industry
- Advertiser Id
- Other

Creative Description
- Movement
- Colors
- Sound
- Text
- Other

User Description
- Exposures to ad
- Age
- Gender
- Occupation
- Industry
- User type

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Fig 14

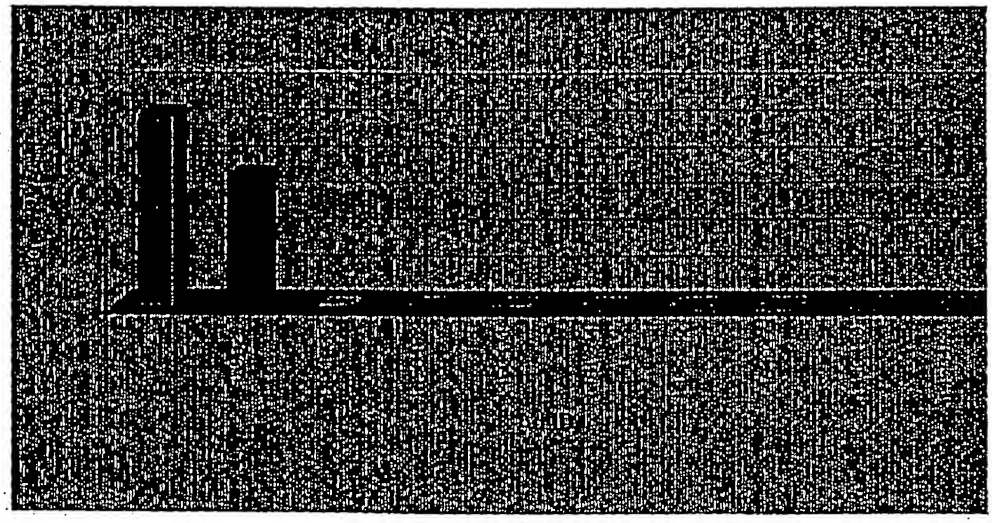
Mercury

Ad Feedback & Performance Report

Best Performers/Top 10 Report By:

Occurrence | Pageviews | Clicks | CTR (%) | Occ/PV (%) | Annoyance | Relevance | Interests | Advertiser | Yahoo!

Occ/PV (%): Top 10



Column Legend

Annoyance	+3 Enjoyable ... -3 Annoying	Interests	+3 Very interested ... -3 Not interested
Relevance	+3 Very relevant ... -3 Not relevant at all	Advertiser	+3 Very positively ... -3 Very negatively
		Yahoo!	+3 Very positively ... -3 Very negatively

Ad ID	Occurence	Pageviews	Clicks	CTR (%)	Occ/PV (%)	Annoyance	Relevance	Interests	Advertiser	Yah
Tot. Mean	19	146,733,682	257,371	1.247292	0	-1.933	-1.473	-1.365	-1.801	-1.
Tot. Median	2	12,066,537	10,031	0.103	0	-3	-2.14	-2	-2.45	
TOTAL	4,896	1,834,945	20,236	--	--	--	--	--	--	
559025	20	19	307	1615.7894737	105.2631579	-2.40	-1.80	-2.10	-1.75	-'
559024	8	11	3	27.2727273	72.7272727	-1.50	-1.38	-1.50	-1.50	-'
1481235	2	188	5	2.6595745	1.0638298	-3.00	-3.00	-1.50	-1.50	-'
1450462	1,451	276,868	4,313	1.557782	.5240765	-2.61	-2.36	-2.46	-2.45	-:
1450471	1,750	340,335	5,395	1.5852028	.5141992	-2.69	-2.34	-2.50	-2.51	-:
1481234	1	195	8	4.1025641	.5128205	-3.00	-3.00	-3.00	-3.00	-:
1399942	4	1,038	35	3.371869	.3853565	3.00	0.75	0.75	3.00	:
1464047	404	236,403	2,055	.8692783	.1708946	-2.05	-2.24	-2.10	-1.99	-'
1450459	539	411,860	3,276	.7954159	.1308697	-2.66	-2.24	-2.41	-2.38	-:
1450464	717	568,028	4,839	.8516946	.1262262	-2.65	-2.15	-2.43	-2.41	-:

View Full Report

Fig 15

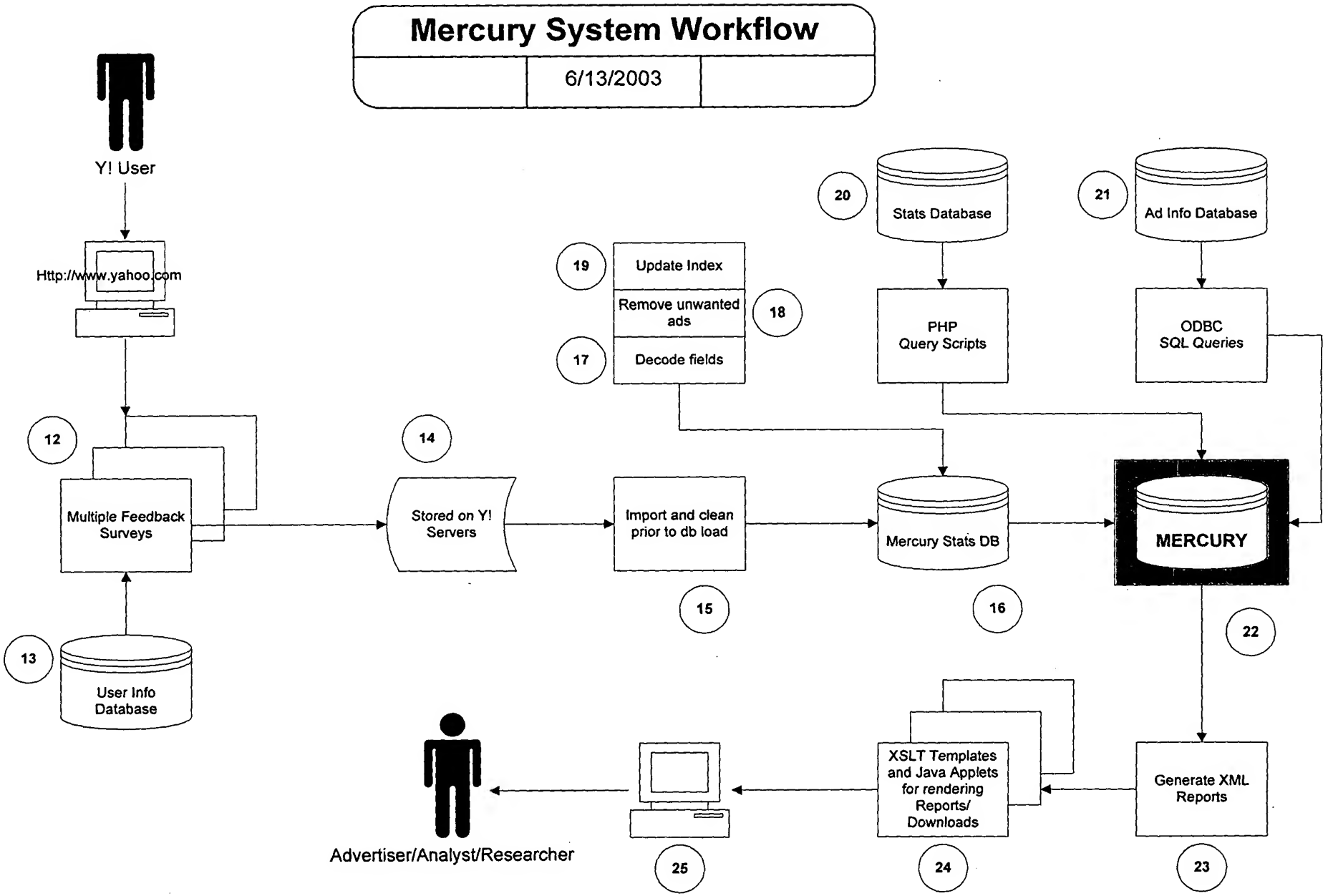

Mercury System Workflow
6/13/2003
Y! User
Http://www.yahoo.com
12
Multiple Feedback Surveys
13
User Info Database
14
Stored on Y! Servers
15
Import and clean prior to db load
16
Mercury Stats DB
17
Decode fields
18
Remove unwanted ads
19
Update Index
20
Stats Database
PHP Query Scripts
21
Ad Info Database
ODBC SQL Queries
MERCURY
22
Generate XML Reports
23
XSLT Templates and Java Applets for rendering Reports/ Downloads
24
25
Advertiser/Analyst/Researcher

Fig 16

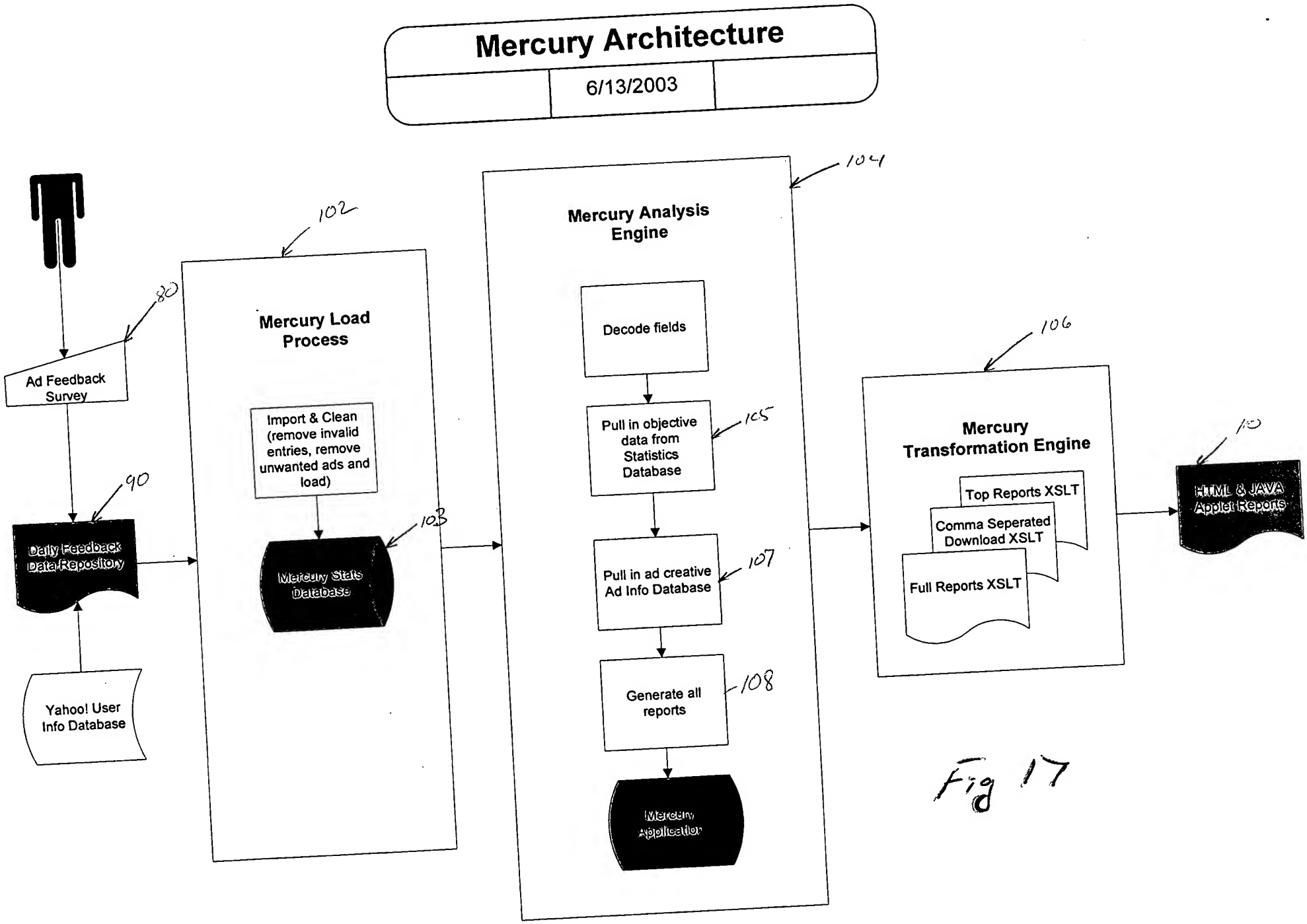

Mercury Architecture
6/13/2003
Ad Feedback Survey
80
Daily Feedback Data Repository
90
Yahoo! User Info Database
Mercury Load Process
102
Import & Clean (remove invalid entries, remove unwanted ads and load)
Mercury Stats Database
103
Mercury Analysis Engine
104
Decode fields
Pull in objective data from Statistics Database
105
Pull in ad creative Ad Info Database
107
Generate all reports
108
Mercury Application
Mercury Transformation Engine
106
Top Reports XSLT
Comma Seperated Download XSLT
Full Reports XSLT
HTML & JAVA Applet Reports
110

Fig 17

Mercury

Configure Mercury Options & Settings

Blacklisted Ad IDs (most recent)

Ad ID	Date Added to Blacklist	Options
1490470	04/07/2003 12:51:41 PM	Undo (disabled)
1295176	04/04/2003 04:23:52 PM	Undo (disabled)
1226762	03/12/2003 04:14:37 PM	Undo (disabled)
1226764	03/12/2003 04:13:15 PM	Undo (disabled)
1226834	03/12/2003 04:13:00 PM	Undo (disabled)

95 total ad IDs blacklisted
View Entire Blacklist | Add To Blacklist

Column Formulas (most recent)

Column Name	Created	Author	Status
JNBTest1	04/09/2003 10:17:19 AM	John Boyd	
Q-Combined	03/13/2003 02:40:38 PM	System Defined	
Occ/PV (%)	03/13/2003 02:25:54 PM	System Defined	
CTR (%)	03/13/2003 02:20:11 PM	System Defined	
Annoyance	03/13/2003 02:28:11 PM	System Defined	

13 total column formulas
View All Column Formulas | Add New Column Formula

Custom Reports (most recent)

Report Name	Created	Author	Status	Last Run
test4	03/21/2003 05:04:00 PM	Paul Kim		Not run yet
PK Custom Report	03/14/2003 12:47:16 PM	Paul Kim		Not run yet
custom test	03/25/2003 11:29:34 AM	Paul Kim		Not run yet
custom test 2	03/25/2003 11:30:59 AM	Paul Kim		Not run yet
custom test 3	03/25/2003 04:33:14 PM	Paul Kim		Not run yet

5 total custom reports
View All Custom Reports | New Custom Report

Data Collection Contraints

- Date Range

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Fig 18

Mercury

Configure New Column Formula

NOTE: This form allows you to configure a new column for your reports based on an algorithm/formula from existing columns in the report.

Author: John Boyd

Column Name: [ ] 10 characters left - max 10 chars
Note* Your new column name can NOT have a name similar to one of Mercury's Math Functions. Unexpected results may occur.

Description: [ ]

Status: (•) Active ( ) Inactive

Variables: (existing columns)

- Ad ID
- Advertiser
- Annoyance
- Clicks
- CTR (%)
- Interests
- JNBTest1

*click to select
Column Legend

Math Functions:

- +
- -
- *
- /
- modulo
- average
- round

*click to select

Formula: [ ]
Note* Each math function must have a space between it and the variable it is being applied to.

[redacted]

Edit History
Created by John Boyd

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Fig 19

Mercury

Column Formula > JNBTest1

NOTE: This form allows you to configure a new column for your reports based on an algorithm/formula from existing columns in the report.

Author	John Boyd
Column Name	JNBTest1
Description	John's first test composite score
Status	Active

Formula:
Occ/PV (%) * average

[redacted]

▼ Edit History
Created by John Boyd
Edited by John Boyd o

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Fig 20

Mercury

Configure Custom Report > test4

NOTE: This form allows you to create a custom report based on defined column formulas in the system. Just select the columns you want to appear in your report and click submit. Your report will be run right away if the date range remains the same, if you modify the date range, you will need to pick up your report tomorrow.

Author	Paul Kim
Report ID	22700400
Report Name	test4
Description	blah, blah
Date Range	10/31/2002 to today
Status	◉ Active ○ Inactive
Last Run Msg	Not run yet

For My Report

Existing columns (active):

- Ad ID
- Advertiser
- Annoyance
- Clicks
- CTR (%)
- Interests
- JNBTest1

Column Legend

Used in this report:

- Ad ID
- JNBTest1

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Fig 21

Mercury

Data Collection Constraints: Date Range

NOTE: This form allows you to specify the date range constraints on the data collected for pageviews and clicks on all ad ids in Mercury. Updating the date range will effect the data collection of all future reports ONLY.

Use special keyword "today" for the end date to keep stats current.

Date Range 10/01/2002 to today

Edit History
Created by Paul Kim
Edited by Paul

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Fig 22